

CHAPTER 2

Vision & Goals

The Vision and Goals, along with the Plan Framework Map, are the foundation of the Comprehensive Plan. Together, they paint a picture of the City in the year 2020. They articulate the community's ideas and aspirations for the future; provide broad direction for the formulation of specific objectives and implementation strategies; and set policies for conservation, development, and redevelopment. The Vision for the City's future is presented below, followed by a set of Goals derived from that Vision. The Plan Framework Map is described in Chapter 4.

The Vision

Early in the planning process, participants in public workshops and meetings were asked to think about the following questions: What kind of community do we want Lynchburg to be in the year 2020? What qualities will it have? What will it be like to live and work, grow up and grow old here? As answers were shared and discussed, common themes began to emerge. People talked about the importance of building strong neighborhoods and conserving the City's unique places and resources. They shared concerns about the vitality of businesses and the attractiveness of gateways and travel corridors. People talked about the importance of protecting the natural environment while also promoting sensitive development and redevelopment. These discussions provided the basis for the following description of our community's future:

A Vision for Lynchburg in the Year 2020

Lynchburg residents—long time residents and newcomers alike—will appreciate the City as a great place to live, to raise a family, to learn, and to work and prosper. People will talk about the City in many ways—as a City of trees and a City of hills, as a community rich in history and diverse in culture. As the dynamic center of a growing region, the City will be well known for its quality of life and economic vitality. Residents will enjoy the City's rare combination of small town charm and big city offerings. Since its founding on the banks of the James River through its development as a regional center of business and culture, Lynchburg will continue to inspire in its residents a thoughtful concern for the future and a practice of civic activism.

Vision & Goals

Lynchburg will take pride in being a sustainable community; one that protects and manages its limited natural, historical, and cultural resources in such a way that the community environment, which its residents value and which sustains us today, will sustain future generations.

A City of Strong Neighborhoods

The City's reputation as a good place to live and work will grow from the quality of its many neighborhoods. With their distinctive character, history, and natural setting, City neighborhoods will provide residents with a safe, healthy environment and a strong sense of identity and ownership. Through preservation, rehabilitation, and new development, the City will offer a wide range of options to meet the demands of an increasingly diverse regional housing market. City investments in transportation improvements, parks, schools, and public facilities will strengthen and reinforce neighborhood character.



Downtown and surrounding neighborhoods.

Downtown as the Heart of the Region

The Downtown will regain its position as the heart of the region's economic, cultural, and social life. New attractions, improved public spaces, and renovated buildings—with shops and restaurants on the ground floor and offices and housing on upper floors—will combine to create an atmosphere of busy interaction during the workday; vibrant entertainment during the evening; and quiet, serene nights. The Downtown's role as an important destination will be reinforced through strategic public and private investment. The Downtown will be recognized as a fun, safe, attractive, accessible, pedestrian-friendly, and tourist-ready destination that is also a good place to live. The City's capital improvements along the riverfront, key streets, public spaces, and gateways, as well as in the surrounding neighborhoods, will greatly improve the climate for private investment.

**Downtown Lynchburg**

Accessible & Attractive Commercial Corridors & Districts

The accessibility and design quality of the City's commercial corridors and districts will improve through a combination of public and private action. Quality of design and accessibility—for vehicles as well as pedestrians and cyclists—will become the central focus in planning for the City's commercial areas. The City's older commercial strips will be revitalized. Newer commercial areas will be attractive, pedestrian-friendly, and complement the surrounding development. Opportunities for revitalization and traditional forms of development—corner stores, mixed use centers, live-work spaces—will be encouraged through City policy, regulations, and incentives. Conflicts between different land uses will be resolved through careful planning and sensitive design. Landscaping and attractive welcome signs will define gateways to the City and its commercial districts.

**Commercial block along Rivermont Avenue.**

Vision & Goals

Celebrating History & Heritage

The City will find ways to build on and celebrate its unique history and heritage. Concern for the conservation of the City's unique heritage and historic resources will guide public and private development decisions. This conservation ethic will result in successful efforts to stabilize and revitalize historic neighborhoods and landmarks, attract investment and activity to the City's traditional commercial corridors, and promote new development sensitive to local and regional design character. Heritage tourism will grow into an important economic engine for the City and region.



Point of Honor is one of Lynchburg's outstanding historic buildings and is part of the City's Museum system.

Sustaining Nature in the City

The City will promote the efficient and effective use of resources, including the built environment, and will encourage environmentally responsible design and management of public and private facilities and lands. The City's natural setting—its place along the James River, its proximity to the Blue Ridge Mountains, and its forested stream valleys and rolling hills—continue to contribute to its special sense of place. The Blackwater Creek Trail will serve as a model for similar projects throughout the City, connecting neighborhoods, natural areas, stream valleys, and the riverfront. Natural watershed boundaries will guide regional initiatives aimed at preserving and protecting environmentally sensitive areas, including stream valleys, floodplains, forested areas, and hillsides.



The Blackwater Creek Trail is a natural asset.

A Diverse & Vital Economy

The region's overall quality of life will be tied directly to the health of the City's economy. Over time, the City's role as the economic engine of the region will evolve and strengthen. The City will keep pace with changes in technology and telecommunications, attracting national and international businesses and fusing the local and regional market with the nation and the world. The City's efforts to attract investment and encourage reinvestment will result in the development of a vital economy. Beyond the Downtown, the City's business districts and industrial areas will provide a solid base of employment, as well as a stable tax base. While manufacturing and distribution will remain important activities, new and expanded businesses will offer high paying jobs to the region's skilled workforce. The Lynchburg region will become known for the quality of its work force, low cost of living, and excellent medical facilities, as well as its commitment to quality education and neighborhood livability. As the City's reputation continues to spread, business investment will increase, new residents will be drawn to the area, and the City's fiscal health will improve.



New M/A-COM building: Industry expands in Lynchburg.

Opportunities for a Quality Education

The City will be known for the high quality of its educational institutions. Excellence in education will be promoted for all in the public schools, as well as in the area's colleges, work force training centers, and private primary and secondary schools. Educational institutions will serve as important anchors in the community, providing resources and opportunities unequalled in similarly sized cities.



Paul Laurence Dunbar Middle School for Innovation.

Vision & Goals

Striking a Careful Balance

Striking and sustaining a careful balance between local economic development and conservation objectives will be critical to the City's long-term success. City policies, programs, and investments will be aligned to attract investment and to promote the growth and development of existing businesses, as well as to improve the character and quality of commercial areas, strengthen neighborhoods, improve the Downtown's competitive position, and protect the City's air, water, and land resources. City policies and regulations will promote and encourage, rather than impede, sensitive, high quality development.

Effective Support Systems

Public support systems—parks and recreation facilities, public transit, streets and highways, public facilities, and utilities—will play a central role in supporting and sustaining the livability and economic vitality of the City. Ensuring that actions at all levels of government are coordinated, market-responsive, and sensitive to community goals and objectives will be of fundamental importance to the City. Public improvements will reinforce the City's distinctive character and set a high standard of design quality.



Riverside Park

Plan Goals

In order to achieve its Vision for the future, the City of Lynchburg has adopted a number of goals for the city government, citizens, organizations, and businesses to work toward. These goals outline broad policies for future action that address the various elements of the City's character that its citizens wish to protect, improve, and enhance. The goals will be used in subsequent chapters to frame more detailed objectives and strategies, the latter outlining the specific actions that the City and its partners can take to achieve the goals and realize its Vision for the

future. The goals are organized by topic areas, often referred to in later chapters as “plan elements.” The order in which these goals are listed does not imply any priority or order of importance.

Citywide Land Use & Development

Goal 1: Ensure that regulations and review procedures are effective in achieving Plan goals and objectives.

Goal 2: Improve capacity to assess the impacts of development and to monitor, analyze, and report on conditions in the city's natural environment, neighborhoods, and commercial and employment districts.

Goal 3: Resolve existing and potential conflicts between land uses and zoning.

Goal 4: Encourage the improvement of conditions and quality of life along travel corridors and in revitalization areas identified on the *Plan Framework Map*.

Goal 5: Promote regional collaboration in planning for future land uses.

Design, Character & Quality

Goal 1: Ensure that development and redevelopment reinforce the City's unique character and sense of place.

Goal 2: Reinforce positive images of the City through landscaping and design improvements at the City's gateways and along major travel corridors.

Goal 3: Ensure that the design of streets and public facilities reinforces the City's unique character and sense of place.

Economic Development & Redevelopment

Goal 1: Develop a comprehensive Economic Development Strategic Plan to guide the overall economic growth of Lynchburg, diversify employment, and expand the City's tax base.

Goal 2: Coordinate existing efforts regarding business development, encouragement of entrepreneurship, and recruitment strategies.

Goal 3: Implement appropriate City policies designed to maximize citywide economic development strategies.

Downtown & Riverfront Master Plan 2000

Goal 1: Continue to reach consensus on major policy initiatives in order to realize the improvements recommended in the Downtown & Riverfront Master Plan 2000.

Goal 2: Lead the Downtown redevelopment effort by investing in public infrastructure and participating in catalyst projects.

Goal 3: Use design principles as the framework for moving forward and building on the great strengths and assets of the Downtown.

Commercial & Employment Districts

Goal 1: Promote the improvement and revitalization of commercial corridors and districts.

Goal 2: Encourage development that maximizes the use of limited land resources, while being sensitive to cultural and natural resources and surrounding land uses.

Vision & Goals

Neighborhoods & Housing

Goal 1: Conserve, stabilize, and revitalize the City's neighborhoods.

Goal 2: Promote the construction of new housing and rehabilitation of existing housing to satisfy the demands of an increasingly diverse local and regional housing market.

Goal 3: Promote the creation or re-creation of mixed use residential communities that incorporate a mix of housing types with pedestrian-oriented streets, small-scale neighborhood oriented office and commercial uses, and neighborhood parks and squares.

History, Culture, Education & the Arts

Goal 1: Preserve significant historic and cultural resources through the collaborative efforts of the City; historic and cultural groups; local schools and colleges; and other local, state, and federal preservation groups and organizations.

Goal 2: Increase access to information concerning local history and culture, as well as the value and benefits of preserving sensitive historic resources.

Goal 3: Ensure that future development, redevelopment, and public improvements complement the scale and character, and respect the integrity of, designated historic districts and areas potentially eligible for designation.

Goal 4: Celebrate the rich cultural heritage of the area and promote the City and region as a destination for culture, arts, recreation, and history.

Goal 5: Support efforts to strengthen the capacity of individual, community-based, and regional arts, heritage, and preservation organizations.

Goal 6: Support efforts to improve the quality of Lynchburg Public Schools.

Natural Systems

Goal 1: Promote an understanding of the value of natural systems (geology, landforms, vegetation, wildlife, air, water, noise, and energy, among others) in providing a pleasant, healthy, and safe environment for human activity.

Goal 2: Evaluate the potential effects, both positive and negative, of human activities (such as new development, redevelopment, installation of infrastructure, and resource use and disposal, among others) on natural systems.

Goal 3: Temper and refine human activities to promote and enhance the value of natural systems.

Goal 4: Manage important natural systems to improve the health and enjoyment of future generations.

Goal 5: Promote regional cooperation in managing natural systems.

Parks & Recreation

Goal 1: Provide a range of individual and family oriented outdoor recreation opportunities, while preserving the natural, cultural, and historic qualities of park lands and maintaining high quality facilities.

Goal 2: Provide safe, accessible, and attractive indoor recreation facilities that encourage recreational use and that can be effectively managed, maintained, and staffed.

Goal 3: Encourage and coordinate community recreational use of school sites to achieve maximum, sustainable use of fields and facilities, while recognizing that enrolled students are the primary users.

Goal 4: Explore new, different sources of funding to support the parks and recreation program.

Transportation

Goal 1: Provide the citizens of Lynchburg with safe, efficient, effective, and well-planned transportation systems and facilities that enhance economic development and redevelopment opportunities, while preserving the integrity and character of the affected neighborhoods, historic districts, downtown, and natural areas.

Goal 2: Develop and encourage opportunities for the integration of alternative transportation modes, including public transit, bicycle, and pedestrian corridors.

Goal 3: Commit adequate resources to operation and maintenance of existing and future transportation facilities.

Goal 4: Provide increased regional passenger and freight railroad transportation.

Goal 5: Support efforts to make the Lynchburg Regional Airport more attractive to passenger and freight clients.

Public Utilities

Goal 1: Provide the citizens of Lynchburg with dependable, modern, high quality water and sanitary sewer service with sufficient system capacity to meet the City's long-term requirements.

Goal 2: Maintain the priority of and commitment to execution of the City's Combined Sewer Overflow elimination program with a goal of program completion by 2020.

Goal 3: Maintain a comprehensive approach to stormwater management with a focus on addressing regional stormwater issues.

Goal 4: Maintain the focus on the City's long-term solid waste management needs, including the regionalization of solid waste management services.

Public Facilities

Goal 1: Provide adequate public facilities and services to support the City's long-range planning goals and objectives.

Goal 2: Leverage investment in public facilities and services to support neighborhood and commercial improvement efforts.

Goal 3: Continue to reinforce the City's role as a regional leader in public education, higher education, and health care.

Goal 4: Increase awareness of the quantity and quality of the public and private facilities and services available to City residents.



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